



# Get a clear handle on leads and online conversion, fast

For manufacturing companies in the production sector

Many manufacturing companies have strong products, but don't realise the growth potential because marketing, sales and technology still work too much in silos.

With the three quick wins below, you can start seeing results right away while laying the groundwork for scalable growth.

## TIP 1 – OPTIMISE YOUR EMAIL CONTENT FOR CONVERSION

### Why:

Even well-followed-up leads convert poorly if the content doesn't convince.

### How:

- Define one clear goal per email (for example: "Schedule an introduction call").
- Keep emails short: 3-4 paragraphs, a short bullet list, and one clear CTA button or link.
- Start with a specific question or a relatable problem for your target audience.

### Result:

More recipients take action → higher conversion from your email flows.

## TIP 2 – IMPROVE EMAIL OPEN RATES WITH CLEAR SUBJECT LINES

### Why:

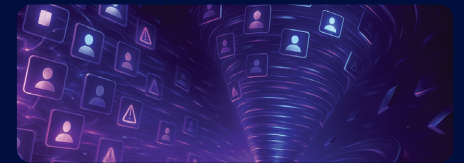
Emails that aren't opened are missed opportunities.

### How:

- Use short, specific subject lines with a real production challenge ("Get a handle on delayed orders" instead of "News from [company]").
- Test 2-3 variations weekly with a small segment and choose the best-performing one as the default.

### Result:

More opened emails → a higher chance of prompt follow-ups



## TIP 3 – USE YOUR EXISTING CONTENT MORE EFFECTIVELY

### Why:

Many companies already create content, but don't fully leverage it.

### How:

- Split customer stories or case studies into short, focused messages and share them across multiple channels (email, LinkedIn, website).
- Focus each message on one specific problem with a clear CTA ("Want to see how this works for your production process?").
- Make sure your content is consistent in tone of voice and supports strong brand visibility.

### Result:

Higher engagement, better lead quality, and more effective use of content.



## Sustainable growth happens when marketing, sales and technology truly work together

Want to apply this today, or get tailored advice for your manufacturing business?



Get in touch via [tom@bumpp.works](mailto:tom@bumpp.works), and together we'll work out what your quickest wins are.